

Proclamation

WHEREAS, Jamestown, a leading real estate acquisition and management firm and proud owner of Alameda Towne Centre, an open-air retail center and the only major shopping center in the City of Alameda, will rename the property Alameda South Shore Center, paying tribute to its location, history and original name, effective July 4, 2011; and

WHEREAS, Jamestown is rebranding and revitalizing Alameda South Shore Center, further aligning it with the needs and desires of residents, customers, businesses and visitors, and creating an enhanced experience for all who frequent it; and

WHEREAS, Jamestown will continue to invest in Alameda South Shore Center's public image and infrastructure, including a multifaceted effort to recast the center as more than a retail destination through the implementation of aesthetic, structural and environmental improvements and community-based programs; and

WHEREAS, Jamestown will unveil the restored Alameda South Shore Center name and new logo in conjunction with the launch of the center's summer concert series and sponsorship of the Mayor's much celebrated 4th of July parade; and

WHEREAS, Jamestown will continue to celebrate Alameda South Shore Center's revitalization and waterfront location, as reflected in the newly developed tagline, "Come Shop at the Beach", through a variety of community activities and events, creating a vibrant atmosphere that benefits local businesses and residents and attracts visitors from the San Francisco Bay Area and beyond.

NOW, THEREFORE BE IT RESOLVED, that I, Marie L. Gilmore, Mayor of the City of Alameda, do hereby proclaim July 5th as

Alameda South Shore Center Day

in the City of Alameda and congratulate Jamestown for their vision and commitment to the community and to Alameda South Shore Center.

Marie L. Gilmore
Mayor

City Council
Agenda Item #3-B
07-05-11